

# Cruise



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**Dr Liu Zinan, Regional Vice President and Managing Director of Asia and China  
Royal Caribbean Cruises Ltd**

## Hong Kong: Asia’s Prime Tourist Destination

Hong Kong is Asia’s most popular city destination. It is where east meets west and visitors can enjoy the city’s wealth of attractions, shopping, dining and entertainment. Annual visitor numbers in 2016 reached 56.7 million, 76 percent of which were from Mainland China. The number of annual visitors is forecast to reach 100 million by 2023, making Hong Kong the fifth most frequently visited destination in the world.

With around 20 world-class cruise companies all with their own tailor-made itineraries involving Hong Kong, cruise services in Hong Kong can cater to many different tastes. The Ocean Terminal is located at the heart of Victoria Harbour. The new Kai Tak Cruise Terminal is in operation and can accommodate large cruise vessels from all over the world. Other alternative berthing facilities include the China Merchants Wharf and the Container Terminals.

## Advantages

- Strategic location at the heart of Asia – ideal for developing cruise itineraries in the region
- With modern infrastructure, excellent connectivity and superior airlift capacity to serve fly-cruise passengers
- Visa-free entry for visitors from around 170 countries and visa-free access or visa-on-arrival for HKSAR passport holders to 156 countries and territories
- Talented and experienced hospitality workforce

## Opportunities

- New Kai Tak Cruise Terminal capable of accommodating cruise liners of up to 220,000 tons to strengthen Hong Kong’s position as the leading regional cruise hub
- Strong demand for cruise travel arising from Hong Kong’s aging population and local residents with GDP per capita ranks high in Asia
- The worldwide cruise passenger level is expected to grow to 31.5 million by 2020
- Rising popularity of short-haul cruise travel with robust current value growth of 11 percent in cruise travel for 2015

## Examples of Foreign Cruise Companies with Offices or Representation in Hong Kong

- Carnival Corporation (US) - with cruise brands like Princess Cruises (US), P&O Cruises (UK) and Costa Cruises (Italy) calling Hong Kong
- Genting (Malaysia) - with cruise brands like Star Cruises and Crystal Cruise
- Hurtigruten (Norway)
- Norwegian Cruise Line (US)
- Royal Caribbean International (US)



**InvestHK 投資推廣署**

The Government of the Hong Kong  
Special Administrative Region

## Cruise

Cruise Passenger Throughput*	2014	2015	2016
The Americas	46,899	47,701	61,136
Europe, Africa and the Middle East	52,548	57,207	72,276
Australia, New Zealand and South Pacific	33,366	35,497	48,702
North Asia	14,956	7,727	5,806
South and Southeast Asia	31,699	31,534	28,951
Taiwan	26,679	12,254	8,565
Macau SAR	1,679	2,251	2,664
Mainland China	77,556	132,935	251,946
<b>Total</b>	<b>285,382</b>	<b>327,106</b>	<b>480,046</b>
HKSAR	81,599	125,662	132,302
<b>Grand Total</b>	<b>366,981</b>	<b>452,768</b>	<b>612,348</b>

\*Excluding Other Cruise Passengers (Without Destination)

Source: Hong Kong Tourism Board, Cruise Passenger Statistics, February 2017

## Licensing

The Travel Agents Ordinance (TAO) prohibits any person to carry on business as a travel agent without a licence. A travel agent is defined as a person who carries on the business in Hong Kong of obtaining

for another person (1) the carriage by any means of conveyance on a journey; and /or (2) the accommodation for which payment is, or is to be, made to that person of an amount of the cost of that accommodation.

## Approximate Monthly Office Rental Costs (HK\$)

Districts (central business districts)	Rental (net effective)
Central/Admiralty	\$117.9/ sq. ft.
Wan Chai/ Causeway Bay	\$67.9/ sq. ft.
Tsim Sha Tsui	\$53.8/ sq. ft.
Island East	\$49.1/ sq. ft.
Kowloon East	\$34.4/ sq. ft.

Source: Colliers International, April 2017

## Average Monthly Salaries for Travel Agents (HK\$)

Title	Median
Manager	22.5k
Assistant Manager	20k
Branch Officer	13k
Reservation Officer	20k
Administrator	14k
Ticketing Officer	14k
Tour Consultant	13.5k
Tour Co-ordinator	10k
Escort	15k

Source: Career Times, July 2017

# Royal Caribbean Cruises Calls Hong Kong Home

**Leading cruise operator sets up a permanent base in the city to reinforce the company's regional position and increase the appeal of cruise vacations to travellers in Asia Pacific**

**“We can achieve a real long-term competitive advantage and good return on investment in this fast-growing market by accelerating our presence here.”**

**Dr Liu Zinan, Regional Vice President and Managing Director of Asia and China  
Royal Caribbean Cruises Ltd**



The increasing demand for cruise vacations in Mainland China and southeast Asia has motivated Royal Caribbean Cruises to expand and make Hong Kong one of its key homeports.

“Hong Kong has one of the highest GDPs per capita in Asia and is home to a host of sophisticated, knowledgeable and pioneering travellers. It also attracts a variety of travellers from southern China as well as international visitors,” Dr Liu Zinan, Regional Vice President and Managing Director of Asia and China, Royal Caribbean Cruises Ltd, said.

“The city’s international status and the new Kai Tak Cruise Terminal will continue to boost its cruise development. All these make Hong Kong an ideal place for us to invest in,” he added.

The company’s Hong Kong expansion started off with a team of eight and there are plans to further expand the team. According to Liu, Mainland China is still at the beginning of its development as a cruise market. Cruise vacations have a relatively young history and in terms of market size, Mainland China is still small compared to the US and Europe. But the adoption rate of cruising is growing very fast - the growth rate is almost doubling every year. “We can achieve a real long-term competitive advantage and good return on investment in this fast-growing market by accelerating our presence here,” Liu said.

The huge potential for south China stems primarily from three city markets, Hong Kong, Shenzhen and Guangzhou, which are among the most affluent cities in the area and boast a combined population of 35 million people within two to three hours’ driving distance of the Kai Tak Cruise Terminal in Hong Kong.

Royal Caribbean Cruises, the parent firm of Royal Caribbean International, is one of three members of Worldwide Cruise Terminals, the consortium that operates the Kai Tak Cruise Terminal. This reflects the company’s vision to make cruise vacations a popular holiday option among Hong Kong vacationers.

Looking ahead, its flagship vessel in Asia, Voyager of the Seas®, will make Hong Kong its homeport later in 2015, making the city one of its strategic ports out of the company’s 40 ports of departures and 280 worldwide destinations.

“Our goal is to establish cruising as a form of mainstream travel within the next two to three years, and make cruise vacations as popular as traditional fly-and-stay vacations,” Liu concluded.

## Royal Caribbean Cruises Ltd

- Founded in 1968
- An international fleet of 22 vessels, with 40 ports of departures and 280 worldwide destinations

[www.royalcaribbean-hongkong.com](http://www.royalcaribbean-hongkong.com)

# Cruise

## Relevant Organisations in Hong Kong

### Hong Kong Tourism Board

9-11/F, Citicorp Centre, 18 Whitfield Road,  
North Point, Hong Kong  
Tel: (852) 2807 6543  
Fax: (852) 2806 0303  
Email: [cruise@hktb.com](mailto:cruise@hktb.com)  
[www.discoverhongkong.com](http://www.discoverhongkong.com)

### Kai Tak Cruise Terminal

33 Shing Fung Road, Kowloon, Hong Kong  
Tel: (852) 3465 6888  
Email: [info@kaitakcruiseterminal.com.hk](mailto:info@kaitakcruiseterminal.com.hk)  
[www.kaitakcruiseterminal.com.hk](http://www.kaitakcruiseterminal.com.hk)

### Tourism Commission

22/F, West Wing, Central Government Offices,  
2 Tim Mei Avenue, Tamar, Hong Kong  
Tel: (852) 2810 2770  
Fax: (852) 2121 1468  
Email: [tcenq@cedb.gov.hk](mailto:tcenq@cedb.gov.hk)  
[www.tourism.gov.hk](http://www.tourism.gov.hk)

### Travel Agents Registry

Room 4901, 49/F, Hopewell Centre,  
183 Queen's Road East, Wanchai, Hong Kong  
Tel: (852) 3151 7945  
Fax: (852) 2521 8829  
Email: [targr@cedb.gov.hk](mailto:targr@cedb.gov.hk)  
[www.tar.gov.hk](http://www.tar.gov.hk)

### Travel Industry Council of Hong Kong

Rooms 1706-09, Fortress Tower, 250 King's Road,  
North Point, Hong Kong  
Tel: (852) 2807 1199  
Fax: (852) 2510 9907  
Email: [office@tichk.org](mailto:office@tichk.org)  
[www.tichk.org](http://www.tichk.org)

## Major Event in Hong Kong

Event	Month	Website
International Travel Expo Hong Kong	June	<a href="http://www.itehk.com">www.itehk.com</a>

### For more information, please contact

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